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Agric. Econ. – Czech

Hájek T.

The development potential of Czech rural areas and rural tourism

Agric. Econ. – Czech, 48 (2002): 559-562

In spite of the official goals of support for rural tourism promulgated by governmental bodies, rural tourism remains a marginal phenomenon. This lack of confidence in rural tourism has relatively deep roots. The basis for this is almost of an ontological nature and

consists in opposition, although subconscious, against “ commodified authenticity” . Another source of this lack of confidence lies in the fact that rurality, the main attractive feature of tourism, has been substantially impaired as a result of trends in the 20th century. A third reason follows from the combination of rural tourism and mass recreation, as well as inadequate response by governmental bodies and authorities to the risks for regional stability, based on unmanaged mass tourism.

[[fulltext](#)]

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